



## **U.S. Students with Learning Disabilities Empowered by New Eye to Eye App: EMPOWER Different Learners**

*Eye to Eye App: EMPOWER Different Learners Now Available in Special Education Section at the Apple App Store - October is Learning Disabilities (LD) Dyslexia and ADHD Awareness Month*

For Immediate Release

NEW YORK/EWORLDWIRE/Oct. 5, 2017 --- Eye to Eye, a national nonprofit organization dedicated to promoting social-emotional growth in students with LD / ADHD, has created a first-of-its-kind app to reach millions of students and parents to empower them in school and in life. The Eye to Eye App: EMPOWER Different Learners, a free mobile app that will help students to articulate, illustrate, and share their needs and plans for success, is available in the Apple App Store Special Education section.

The app is currently available for the iPhone (<https://itunes.apple.com/us/app/eye-to-eye-empower-different-learners/id1192367658?mt=8>), with an Android edition planned.

The Eye to Eye App: EMPOWER Different Learners, designed and developed by San Francisco-based ArcTouch, translates Eye to Eye's in-person curriculum for students with ADHD and learning disabilities, including dyslexia, into a mobile app. The app emphasizes critical social-emotional skills like metacognition and self-esteem, giving students self-awareness and confidence, traits that drive academic and life success. Eye to Eye App: EMPOWER Different Learners guides students to create their own personal avatars. Then, students identify their strengths, allies, and ideal learning environments as the app coaches them through eight quests, to frame a customized MAP - "My Advocacy Plan" - a step-by-step presentation which conveys each student's strengths and challenges so they can self-advocate for accommodations and support.

"The Eye to Eye App: EMPOWER Different Learners embodies Eye to Eye's mission - to enable students with learning and attention issues to become their own strongest champions and exceed their greatest potential," said Marcus Soutra, president of Eye to Eye. "For these students, academic preparation can only go so far. Using the app, students gain vital insights and a valuable tool to use that allows them to identify and articulate their academic and social-emotional needs. Those students are transformed into agents of self-empowerment who can partner with their parents and educators in their educational experience, including their 504 or IEP meetings."

The Eye to Eye App: EMPOWER Different Learners extends Eye to Eye's reach in the segment of students with learning and attention issues who have struggled without support or appropriate services. The app raises awareness and may open doors for them to seek out assistance. According to the National Center for Learning Disabilities (NCLD) report, 1 in 5 children in the U.S. has a learning disability; yet only 1 in 16 students has benefited from an Individual Education Plan (IEP). In addition, over 20 percent of students with learning and attention issues drop out of high school, and more than half land in the criminal justice system - all at a cost of more than \$7.5 billion each year. (NCLD State of LD Report <https://www.nclد.org/the-state-of-learning-disabilities-understanding-the-1-in-5>)

"Students who struggle in school but whose learning and attention issues go unidentified or untreated face an uphill battle throughout their lives, at an incalculable cost to our society," Soutra explained. "No on-site academic program can touch every affected student. By using technology, we maximize accessibility, privacy and ease of use, enabling Eye to Eye to reach more students nationwide and help set them on a course for success."

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## App Developed in Partnership with ArcTouch

The Eye to Eye App: EMPOWER Different Learners was developed through a partnership with mobile app design & development company ArcTouch (<https://arctouch.com>), which created the app on a pro bono basis. "When passionate and talented people come together with a common goal, they can do great things," said Ross Buffington, ArcTouch's chief of staff and a member of the Eye to Eye board of directors. "The collaboration between the two companies was amazing, and our team at ArcTouch relished the chance to create an app that has the potential to help millions of young people who struggle with learning disabilities."

## Eye to Eye App: EMPOWER Different Learners Acclaimed by Parents and Educators

Since its launch, the app has received acclaim from leading advocates for children and agencies nationwide.

"We're so excited by a new mobile tool to help students become stronger self-advocates," said Kevin Hager, managing director of Understood.org (<https://www.understood.org>), a free resource and community for parents of children with learning and attention issues. "Eye to Eye continues to be a leader in the field for youth advocacy. This app is now available to help students, teachers, and parents work together more successfully."

Susan Segal, a parent of 14-year-old Andrew Segal, who has dyslexia and is now in high school, stated about the app, "Thank you Eye to Eye for creating a fun, stimulating and thoughtful app! Each quest opened up wonderful insights and conversations for my son on his learning style. Every student and their parent will benefit from the activities. The app empowers your student to understand and advocate for the tools and environment they need to enjoy learning. The My Advocacy Plan (MAP) helps students and their teachers become a stronger educational team. Truly time well spent and a priceless gift for your learner. Everyone I have shared the app with has appreciated all it has unlocked for their students."

The Eye to Eye App: EMPOWER Different Learners for iPhone is available now for free in the App Store.

## About Eye to Eye

Eye to Eye is the only national mentoring and advocacy organization run by and for people with learning differences, with its mission of "unlocking greatness in the 1 in 5 who learn differently." Eye to Eye operates via powerful chapters in more than 20 states and passionate involvement in all 50 states. The goal is to create a world where youth with learning differences can achieve their fullest potential. Eye to Eye's curriculum brings together middle school kids with learning "disabilities" such as dyslexia and ADHD with similarly labeled college and high school students as mentors to build essential social-emotional skills, including self-esteem and self-advocacy. Mentors gain purpose and a community that fosters their own self-esteem and leadership skills. The organization reaches new audiences through outreach and community engagement, including Eye to Eye "Alumn'Eye," who receive support as they transition from college to the workplace; Eye to Eye Diplomats ranging from high school and college-aged role models to established leaders in the field who share their own LD / ADHD journey and strategies for success; screenings of films including PBS' Being You from Roadtrip Nation that feature Eye to Eye's work and community; and the Eye to Eye App: EMPOWER Different Learners, which empowers students with learning and attention issues to articulate, illustrate, and share their needs and plans for success. Eye to Eye advances culture change and reaches an audience of millions through high-profile Honorary Diplomats and campaigns at venues such as Indy 500, Times Square, Born This Way Foundation, and Mercedes-Benz Fashion Week. For more information, visit [www.eyetoeyenational.org](http://www.eyetoeyenational.org).

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**SOURCE:** Eye to Eye

**AVAILABLE MEDIA:** Photo: Eye to Eye App: EMPOWER Different Learners (size: 0.0 k)

Eye to Eye App: EMPOWER Different Learners, a free mobile app available in the Apple App Store Special Education section for parents, teachers and kids with learning disabilities, dyslexia and ADHD  
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